

# Technology Leadership and Intellectual Property

**Instructor:**

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**Description:**

This course provides an introduction of a few selected topics on technology leadership and intellectual property in the context of globalized world.

The first lecture is centered on basics of intellectual property rights (IPR) system, which will get students familiar with basic types of intellectual property rights including invention patent, utility model, design, trademark, copyright and trade secrets, and some other types which are less often discussed, which include database, geographical indications, plant variety rights, semiconductor topography rights. The second lecture offers theoretical insights into the issues how to capture value from innovation, which lays out a foundation for the discussion of technological leadership and intellectual property (IP) management. A deeper discussion will be conducted regarding strategic management of IPRs and a real-world case will be analyzed. The third lecture discusses the Chinese IPRs system, including its recent development and the challenges ahead, and the practice of protecting IPRs in China with a case. The fourth lecture focuses on the topic of open innovation and IP management and how to effectively protect IPRs in an open innovation environment.

The in-class activities include student presentation, instructor lecture and case discussion. There is no designated text book for this course. Before class students are required to read assigned material which are typically management literature and be prepared to present the assigned material and participate in class discussions.

**Course requirements:**

- a) Careful reading of the assigned reading materials;
- b) Active participation in class discussion.